



LATIN AMERICA - EAST ASIA COOPERATION FORUM (FOCALAL)

PROPOSED AGENDA

SUMMARY

The agenda proposed by the Federation of Industries of the State of São Paulo (FIESP) for a one day event with representatives of governments and of business sectors of the countries of Latin America and of East Asia encompasses three distinct actions: (i) a seminar to discuss trade agreements, agro-energy and investment opportunities; (ii) a round of trade negotiations; and (iii) an exhibition of Brazilian export products.

SEMINAR

The seminar will cover four themes:

1. An Institutional Presentation on FIESP – Diego Bonomo (FIESP)
 - The aim is to introduce the FIESP System and its international aspects, with emphasis on trade and investment promotion, international negotiations, cooperation, and development of purchasing projects.
2. Theme I: “International Trade after Doha: Integration between Latin America and Asia” – Roberto Azevedo, Under-Secretary for Economic and Technological Affairs of the Ministry of External Relations
 - The aim is to present the current status of trade agreements between the two regions, the impact of the Doha Round at the WTO on the liberalization of trade flows between Latin America and East Asia and, lastly, to present current opportunities for deepening and/or launching new negotiations between countries and trade blocks.
3. Theme II: “Agroenergy: A New Field for Cooperation” – Marcos Jank (UNICA) and Roberto Giannetti da Fonseca (FIESP)
 - The aim is to present the state-of-the-art and current trends in agroenergy, with respect to production, consumption, marketing and investments, and to present business and cooperation opportunities in such specific segments as ethanol.
4. Theme III: “Asia on the Move: Reasons to Invest in Latin America” – Carlos Cavalcanti (FIESP)
 - The aim is to present cases of East Asian investments in Latin America, and to identify business opportunities in the industrial and agro-industrial sectors, and in services.



After the seminar lunch will be served for the participants.

ROUND OF BUSINESS NETWORKING

The round of business networking will take a comprehensive approach, with participants organized according to their countries of origin. This being a heterogeneous delegation, the round should be viewed as an opportunity to make new contacts.

EXHIBITION OF PRODUCTS

“*Espaço FIESP*” will be the venue for stands representing various sectors that have Brazilian products for export, with special emphasis on those that have potential for increased sales in East Asian markets.

There follows a tentative list of products and entities:

- **Steel and Metals:** IBRAM and IBS
- **Sugar and Alcohol:** UNICA
- **Processed Foods:** ABIA and ABICAB
- **Automobiles and Auto parts:** ANFAVEA and SINDIPEÇAS
- **Aircraft:** AIAB (EMBRAER)
- **Meat:** ABEF, ABIEC and ABIPECS
- **Cosmetics:** ABIHPEC
- **Gems and Jewels:** IBGM
- **Furniture:** ABIMÓVEL
- **Chemicals:** ABIQUIM
- **Ornamental Stone:** ABIROCHAS
- **Soy:** ABIOVE

Space will also be reserved for the construction industry, represented by the main companies of the sector.